

**Visioning Advisory Committee (VAC) Minutes**  
**City of Beaverton**  
**June 27, 2012**

**Members Present:**

Rhonda Coakley	Jaann Hoisington
Mark Fagin	Kevin Hoover
Ty Garo	Jerry Jones Jr.
Jolene Guptill	Cathy Robart

**Absences:** Lacey Beaty, Jennifer Browning, Christine Lau, Jeremy Tran

**Project Team:** Holly Thompson and Erin Gordenier, City of Beaverton

**Meeting called to order by Chair Jaann Hoisington at 6:36 PM**

**1. Welcome and Approval of Minutes**

The June 6 minutes were approved with no changes.

**2. Committee Reports**

**Partners:** Jaann Hoisington reported that partners are still very excited and energized to be involved, based on recent meetings with the Bicycle Advisory Committee and the Library Advisory Board. Other subcommittee activities included Lacey Beaty attending the Beaverton Arts Commission meeting and Erin Gordenier meeting with the Citizens with Disabilities Advisory Committee. Though Erin did not receive feedback from the CDAC, Jolene Guptill suggested that they may be one of a few partners who are concerned about their limited group size and overall impact on the Beaverton Community Vision. The VAC members then briefly brainstormed on how to help organizations like the CDAC board and support them in the realm of the BCV. Jolene suggested pairing smaller organizations with other committees with like-minded missions, such as connecting the CDAC with the Beaverton Arts Commission. More discussion will follow.

**Events:** No reports were delivered for the Events subcommittee.

**Outreach:** No reports were delivered for the Outreach subcommittee.

Jaann and City staff encouraged chairs to convene with their respective subcommittees in July to make up for the extended gap (due to holiday scheduling) between VAC meetings.

**3. August 11 Open House Planning**

Erin sent an email invitation to BCV partners. So far thirteen organizations have replied “yes.” Two have indicated that they will not be attending. The VAC suggested reaching out to declining organizations to encourage participation, and furthermore underline the VAC’s mission of “BCV solidarity” and continued partner support. The VAC feels that participation in the Open House is important for partner visibility. Jerry Jones committed to reaching out to one of the “no” groups.

The Beaverton City Library will house set-up materials prior to the event.

Ads for the Open House will appear in “Your City” and other local media.

Cathy Robart and Lacey have begun working on a scavenger hunt that will further educate the community about the BCV and its partners. Though youth are its intended audience, adults will benefit from the information contained in the activities. Details are still being finalized, but a general design and structure has been decided upon. Lacey and Cathy will attempt to garner prizes from partners. The City will aid in printing booklets according to content that the VAC supplies ahead of time.

The VAC discussed creating a Twitter hashtag for the event. No decision was made as to whether there will be a hashtag, or what it would be called.

#### **4. Summer Events**

The tabling sign-up sheet for the International Celebration on July 28 was sent around. The attending VAC members filled all slots.

The City of Beaverton Parade will be on September 8. Jerry will provide a vehicle for the Beaverton Community Vision entry, the City will supply magnetic BCV emblems, and Cathy will submit the entry form. VAC members wanting to participate will walk alongside the car during the parade.

#### **5. Social Media Discussion**

After the Twitter hashtag discussion, Holly Thompson and Erin noted that they had attended a webinar on social media and technology. The two learned that while Twitter and Facebook are excellent tools for organizations, the best long-term strategy might be to maintain good email contact lists and refine email marketing strategies. With that said, the VAC and the Outreach subcommittee still deem communication via Facebook a priority. For instance, the online medium is believed to reach constituents beyond those typically engaged with city issues. The VAC returned to the issue of more dynamic Facebook content such as more frequent updating and questions posed to the public relating to the VAC (e.g. trivia).

Jolene distributed packets containing examples of what other groups are doing on Facebook. She suggested that to create a more professional site (and mobile app), the city might consider hiring a consultant. Her suggestions for the consultant's tasks included creating an interactive app, integrating advanced HTML coding, and posting high quality and more numerous photos and videos.

The committee entered into a discussion about contracting a professional, and several members voiced a desire to learn the skills themselves—possibly through a community workshop. Ultimately, it was decided that the most efficient and least costly route would be to contact the original graphic designer for the BCV booklets, who also helped with the Hillsboro Vision graphics.

#### **6. Council Liaison Update**

No update was delivered.

#### **7. VAC and Staff Updates**

The neighborhood Picnics in the Park begin on July 9.

On July 13 at 10:00 AM, the Asian Health & Services Center will celebrate a decade of service to the Korean community at the Beaverton Resource Center.

Jerry announced the Checking for Charity event occurring on September 7, 8, and 9 at the Winterhawks Skating Center in Beaverton. Any volunteers and support would be welcomed.

**8. Council Liaison Update**

None.

**9. Public Comment**

No public comment was delivered.

Meeting adjourned at 7:31 PM.

**Next Meeting:** 6:30 PM on August 1, 2012

*Minutes will be approved at next VAC meeting.*